

TOM HUMPHREYS

COMMUNICATIONS SPECIALIST

CAREER HISTORY

JANUARY 2020
- MAY 2020

COMMUNICATIONS COORDINATOR - CONTRACT UNIVERSITY OF MELBOURNE - CYBERSECURITY, MELBOURNE

Working within Business Services to effectively communicate the University's changing cybersecurity practices and support complex technology changes.

- Requirements capture, design and launch of key cybersecurity websites
- Production of key cybersecurity resources for staff, students and academics
- Unifying key faculty and school communication channels to improve output
- Production of highly informative security video and quick reference guides
- Launch and management of new cybersecurity communications channels

JANUARY 2019
- JUNE 2019

DIGITAL MARKETING SPECIALIST DIVERSITY TRAVEL - TRAVEL MANAGEMENT, UK

Managing and successfully developing Diversity Travel's digital communications strategies and produced content.

- Production Lead on acclaimed and data-rich academic case studies
- Project Lead on successful, large scale HTML client survey campaign(s)
- Instigator of major improvements to company websites and CMS systems
- Manager of Microsoft Dynamics CRM system, development and userbase
- Developed innovative business intelligence factors and content pipelines

AUGUST 2017 -
JANUARY 2019

CONTENT COORDINATOR DIVERSITY TRAVEL - TRAVEL MANAGEMENT, UK

Delivering impactful communications projects, innovative media and successfully launching a 'culture of content' across the organisation.

- Production of acclaimed charity, NGO and academic focused magazines
- Production of an engaging portfolio of insightful company video guides
- Production of sales literature and materials for key industry events
- Leading successful and comprehensive GDPR data protection campaigns
- Developing new and existing content with CMS systems and Adobe CC

NOVEMBER 2016
- AUGUST 2017

MARKETING COMMUNICATIONS EXECUTIVE ENDRESS+HAUSER - PROCESS AUTOMATION, UK

Working within Business Development to promote company globally, develop technical literature and manage the company's internal TV network.

DECEMBER 2015 -
AUGUST 2016

MARKETING MANAGER THE 848 GROUP - BUSINESS CLOUD IT SERVICES, UK

Management of multi-channel marketing strategies and content, coaching duties of interns and representing the company at key industry events,

DECEMBER 2014 -
DECEMBER 2015

SALES AND MARKETING SPECIALIST THE 848 GROUP - BUSINESS CLOUD IT SERVICES, UK

Development of company's portfolio of persuasive digital and print assets.

JANUARY 2012 -
DECEMBER 2014

INFRASTRUCTURE TECHNICIAN THE 848 GROUP - BUSINESS CLOUD IT SERVICES, UK

Data visualisation and reporting on client training and services feedback.

INFO

NAME

Tom Humphreys

LOCATION

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LINKEDIN

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WEBSITES

www.feraltom.com (Portfolio)

www.feralsites.com (Business)

ABOUT ME

I bring innovation to life by transforming complex information and marketing strategies into persuasive and powerful content and solutions.

By positively embracing a lifelong energy for problem solving and sharing, my creative marketing projects engage audiences, generate active discussion and make meaningful and results-driven differences.

I am highly opportunistic, driven by enthusiasm and passionate about the art of marketing and business success.

To find out more about my values, successes and interests visit [linkedin.com/in/tomhumphreys/](https://www.linkedin.com/in/tomhumphreys/) or www.feraltom.com

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COMMUNICATIONS SPECIALIST

KEY SKILLS

Persuasive Copywriter and skillful Editor	Creator of Engaging Content and Messaging
Excellent Communication Skills	Highly Technically Literate / Quick Learner
Data visualisation and Reporting	Effective Requirements Capture
Coordinated Project Management	Dynamism and Strategic Thinker
Empassioned Problem Solver	Teacher, Trainer and Knowledge Sharing
Campaign Manager and Lead Generation	Attentiveness & Emotional Intelligence

TECHNICAL PROFICIENCY

Office 365 (all)	InDesign	Photoshop	Illustrator
Premiere	HTML	WordPress	Audacity
EMS Systems	CMS Systems	Google Analytics	Survey Tools

VOLUNTEER EXPERIENCE

2018 / 19	ENGLISH TEACHER & MARKETING COORDINATOR SEMILLAS LIFE, PERU
2018 / 19	FIELD WORKER CANAL & RIVER TRUST, UK
2013 / 16	TOUR GUIDE & HAUNTED HOUSE ACTOR NATIONAL TRUST ESTATE, UK
2009 / 12	TEACHING ASSISTANT COOPER PERRY PRIMARY SCHOOL, UK

PERSONAL CREATIVE PROJECTS

2018- NOW	FERAL SITES (WWW.FERALSITES.COM) FREELANCE WEB DESIGN AND MANAGEMENT
2019- NOW	"SAUNTER WITH MOMENTUM" SELF-PRODUCED BLUES/JAZZ ALBUM
2016- NOW	"ASH OF JEQUITIBÁ" DYSTOPIAN FICTION NOVEL

FOR MORE INFORMATION, PLEASE VISIT
WWW.FERALTOM.COM